



WCPO

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ORDER

Print Date 09/24/12

Page 1 of 4

Flight Dates 09/19/12-09/25/12

Contract / Revision 311378 /

Original Date / Revision
09/18/12 09/20/12

Advertiser Romney / Republican / Presi

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Product

Candidate. Romney For President.

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Order # 86

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	133	\$128,541.25	\$151,225.00	0.00	08/27/12	09/25/12	133	\$128,541.25	\$151,225.00
Totals	133	\$128,541.25	\$151,225.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	09/19/12	09/25/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	6	\$600.00	P-2	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		6			\$600.00			0.00			
		Week: 09/24/12	09/30/12	MT-----		4			\$600.00			0.00			
N 2	WCPO	09/19/12	09/25/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	6	\$600.00	P-2	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		6			\$600.00			0.00			
		Week: 09/24/12	09/30/12	MT-----		4			\$600.00			0.00			
N 3	WCPO	09/19/12	09/25/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	6	\$400.00	P-2	0.00	NM	10	\$4,000.00



WCPO

Print Date: 09/24/12

Page 2 of 4

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Contract / Revision 311378 Flight Dates 09/19/12-09/25/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/20/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre Product Candidate. Romney For Pre Estimate # Order # 86

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-- WTF--					6	\$400.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					4	\$400.00		0.00			
N 4	WCPO	09/19/12	09/25/12	M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	5	\$3,000.00
				M-F 11a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-- WTF--					3	\$600.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					2	\$600.00		0.00			
N 5	WCPO	09/19/12	09/25/12	M-F 12-1p News	CM	12-1p	MTWTF--	:30	6	\$750.00	P-2	0.00	NM	11	\$8,250.00
				M-F 12-1p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-- WTF--					6	\$750.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					5	\$750.00		0.00			
N 6	WCPO	09/19/12	09/25/12	M-F 2-3p	CM	2-3p	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
				2-3pm General Hospital											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-- WTF--					3	\$1,000.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					2	\$1,000.00		0.00			
N 7	WCPO	09/19/12	09/25/12	M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	6	\$1,500.00	P-2	0.00	NM	10	\$15,000.00
				M-F 4-5p Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-- WTF--					6	\$1,500.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					4	\$1,500.00		0.00			
N 8	WCPO	09/19/12	09/25/12	M-F 5-530p News	CM	5-530p	MTWTF--	:30	6	\$1,500.00	P-2	0.00	NM	10	\$15,000.00
				M-F 5-530p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-- WTF--					6	\$1,500.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					4	\$1,500.00		0.00			
N 9	WCPO	09/19/12	09/25/12	M-F 530-6p News	CM	528-6p	MTWTF--	:30	6	\$1,500.00	P-2	0.00	NM	10	\$15,000.00
				M-F 530-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-- WTF--					6	\$1,500.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					4	\$1,500.00		0.00			
N 10	WCPO	09/19/12	09/25/12	M-F 6-630p News	CM	558-630p	MTWTF--	:30	6	\$1,500.00	P-2	0.00	NM	10	\$15,000.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-- WTF--					6	\$1,500.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					4	\$1,500.00		0.00			
N 11	WCPO	09/19/12	09/25/12	M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	6	\$1,500.00	P-2	0.00	NM	11	\$16,500.00
				M-SU 11p Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-- WTF-S					7	\$1,500.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					4	\$1,500.00		0.00			
N 12	WCPO	09/19/12	09/25/12	M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	3	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
				M-F 1135p-1202a Nightlir											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-- WTF--					3	\$1,500.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					2	\$1,500.00		0.00			
N 13	WCPO	09/19/12	09/25/12	M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	3	\$225.00	P-2	0.00	NM	5	\$1,125.00
				M-F GMTS 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-- WTF--					3	\$225.00		0.00			



WCPO

Print Date: 09/24/12

Page 3 of 4

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Contract / Revision 311378 Flight Dates 09/19/12-09/25/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/20/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. Romney For Pre Estimate # Order # 86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	WCPO	09/19/12	09/25/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	3	\$225.00	P-2	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$225.00		0.00			
N 14	WCPO	09/19/12	09/25/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
Week:		09/24/12	09/30/12	-T-----					1	\$5,000.00		0.00			
N 15	WCPO	09/20/12	09/20/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$6,500.00	P-2	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$6,500.00		0.00			
N 16	WCPO	09/19/12	09/25/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$4,000.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 17	WCPO	09/19/12	09/25/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$3,500.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 18	WCPO	09/19/12	09/25/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$250.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 19	WCPO	09/19/12	09/25/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$375.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 20	WCPO	09/19/12	09/25/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$400.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 21	WCPO	09/19/12	09/25/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$250.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 22	WCPO	09/19/12	09/25/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$375.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 23	WCPO	09/19/12	09/25/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$400.00		0.00			



WCPO

Print Date: 09/24/12

Page 4 of 4

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Contract / Revision 311378 Flight Dates 09/19/12-09/25/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/20/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. Romney For Pre Estimate # Order # 86

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N23	WCPO	09/19/12	09/25/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N24	WCPO	09/19/12	09/25/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$800.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N25	WCPO	09/19/12	09/25/12	SU 6-7p News SU 6-7p News	CM	558-7p (5:58 PM-6:30 PM)	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,000.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N26	WCPO	09/19/12	09/25/12	Primetime Emmy's Pre-S Primetime Emmy's Pre-S	CM	7-8p	-----S	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$3,250.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N27	WCPO	09/19/12	09/25/12	Primetime Emmy Awards Primetime Emmy Awards	CM	8-11p	-----S	:30	1	\$3,600.00	P-2	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$3,600.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N28	WCPO	09/19/12	09/25/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$250.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N29	WCPO	09/19/12	09/25/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$400.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N30	WCPO	09/19/12	09/25/12	Late News Spec Ed (late Late News Spec Ed (late	CM	1130p-1a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$400.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N31	WCPO	09/21/12	09/21/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$600.00		0.00			
N32	WCPO	09/21/12	09/21/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,000.00		0.00			
N33	WCPO	09/24/12	09/25/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MT-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$750.00		0.00			
Totals													133	\$151,225.00	